

16th YEAR • A WEEKLY PUBLICATION

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

File Copy
6/4/56

january						
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 1, 1956</u>			
Friday June 1 3:30 P.M.	PREVIEW OF FALL JUNIOR DRESSES By invitation only. Trade from Monday, June 4 at 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

WEEK BEGINNING MONDAY, JUNE 4, 1956

Monday June 4- June 5 10:00 A.M.	OPENING OF FALL LINGERIE COLLECTION Showing of Van Raalte's Fall collection of slips, gowns, peignoirs, pants, petticoats and pajamas at 10:00, 2:30 and 3:30 daily. Contact: Mrs. Berthe Eller, MU. 9-4200.	VAN RAALTE CO., INC.	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday June 4 10:00 A.M.	LINGERIE SHOWINGS FOR BUYERS Presentation of the Vanity Fair Lingerie Fall 1956 collection, with four showings daily at 10:00, 11:00, 2:30 and 3:30. Contact: MU. 8-4805.	VANITY FAIR LINGERIE	640 FIFTH AVENUE (AT 51ST ST.) - 6 FL.
Monday June 4 11:00 A.M.	FALL SPORTSWEAR DESIGNED BY LOTTE Showing of new collection of sportswear, designed by Lotte for Gaudiosi, at 11:00 A.M. daily except Friday. Contact: Ruth Seigel, LO. 4-9480.	GAUDIOSI BROTHERS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday June 4 11:45 A.M.	OPENING OF FALL COLLECTION Showing of Zelinka-Matlick's Fall coats and suits at 11:45 A.M. daily. Contact: Jerry Matlick, BR. 9-5100. Publ: Laurel Cutler, TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 4 12:00 Noon Luncheon	PARIS BLOUSE PRESENTATION "Blouse and Skirt Spectacular"--The Nat'l Ass'n of Blouse Mfrs. and the Nat'l Skirt and Sportswear Ass'n. will present Paris and American designer blouses. By invitation only. Publ: Ruth Hammer Assoc., EL. 5-7872.	NAT'L ASS'N OF BLOUSE MANUFACTURERS, INC.	HOTEL PLAZA BALLROOM
Monday June 4 1:00 P.M.	FALL DRESSES & NEW DIVISION OF PETITES Fall collection, designed by Alan Phillips; followed by Minuettes, a new group of petite cocktail dresses, designed by Miss Mercedes, at 1:00 P.M. daily. Publ: Ken R. Williams, 124 West 55th St., JU. 6-8217.	RICHARD COLE, INC.; MINUETTES	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday June 4 4:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION "Your Fair Lady"--preview of Young Viewpoint's Fall collection. By invitation. Continuous daily thereafter in 1400 Broadway showroom. Publicity: Saul Krieg Assoc., PL. 3-1543. Contact: CH. 4-4131.	YOUNG VIEWPOINT (GINSBURG & ABELSON)	PARK LANE HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 4-5 5:30 P.M.	PREVIEWS OF FALL COLLECTION By invitation only. Publicity: Maxwell-Gray, PL. 3-5556.	JAMES GALANOS	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Monday June 4	SCARVES, STOLES, NECKWEAR FOR FALL American, European and Oriental fashions in scarves, stoles, collars, saris, shrugs by Baar & Beards. Publ.: Peggy O'Grady, 299 Madison Ave., MU.2-0752.	BAAR & BEARDS (TOP-HIT)	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday June 4	OPENING OF FALL COLLECTION Continuous daily showings of Natlynn Jrs., Natlynn Talls and the Janet Leigh collection. Contact: Gerry Gottlieb, LO. 3-5372.	NATLYNN JRS.	1400 BROADWAY SHOWROOM - 9TH FLOOR
Beginning Monday June 4	OPENING: FALL JUNIOR DRESS COLLECTION Continuous daily showings. Contact: WI. 7-5031.	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM - 31ST FLOOR
Beginning Monday June 4	OPENING OF FALL LINGERIE COLLECTION Barbizon will present their Fall lingerie collection at continuous daily showings. Contact: MU. 4-5720.	BARBIZON CORP.	475 FIFTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday June 4	OPENING OF FALL COLLECTION Vera's "Sicilian Festival" collection of scarves and fashion accessories for young sophisticates, back-to-college and teen-agers. Continuous daily showings. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 4	OPENING OF FALL JEWELRY COLLECTION Continuous showings. Contact: Annette DuBois, MU. 3-4840.	KRAMER JEWELRY	393 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday June 4	OPENING OF FALL COLLECTION Mary Black's Fall collection of afternoon, cocktail and evening fashions will be shown daily. By appointment. Contact: PL. 8-2014.	MARY BLACK	18 EAST 50TH STREET SALON
Beginning Monday June 4	FALL SCARVES, STOLES JACKETS, "GLEN TOPS" Showing of the Glentex Fall scarves, stoles, jackets, "Glen Tops". By appointment only. Publicity: Ann R. Silver Assoc., MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday June 4	FALL AND WINTER JEWELRY AND GIFTS Preview of jewelry and boutique gifts. For appointments, contact: MU. 5-7390. Public Relations: Gino di Grandi Associates, PL. 3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday June 4- June 15	SHOWING OF FALL HOSIERY COLLECTION Beautiful Bryans Hosiery will show their collection of Venetian Glass Colors. Contact: PL. 9-2925.	BEAUTIFUL BRYANS	270 PARK AVENUE SUITE 605 A
June 5	PRIMARY DAY IN NEW YORK. (Tuesday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 5- June 29 8:45 A.M.	3RD ANNUAL BREAKFAST SHOWS FOR RETAILERS Six-act song-and-dance "Spectacular" revolving around typical scenes in the N.Y. market and showing of fashions from over 100 manufacturers. No shows on Monday. Admission by ticket only. Contact: LO. 3-5200.	MILLIKEN WOOLENS, INC.	HOTEL STATLER CAFE ROUGE
Tuesday June 5 9:00 A.M. Breakfast	PRESS PREVIEW OF CHINA AND GLASSWARE Gimbels will preview their china and glassware; also linens, silverware and table decorations. By invitation. Contact: Dorothy Maher, LO. 5-1500.	GIMBELS	8TH FLOOR CHINA DEPT.
Tuesday June 5 9:30 A.M. Breakfast	FALL COLLECTION: "PORTRAIT OF A LADY" Mademoiselle presents Fall shoe collection for hosiery fashion coordinators at an informal show. By invitation. Contact: Renee Smith, LO. 4-3350.	MADemoisELLE SHOES	350 FIFTH AVENUE SHOWROOM - 7419
Tuesday June 5 9:30 A.M. Coffee	PRESS PREVIEW OF FRENCH MILLINERY Franklin Simon will preview original French millinery by Jeanette Colombier, Jacques Fath, Hubert de Givenchy, Janet of France, Gilbert Orcel and Svend. Made in France to be sold exclusively at Franklin Simon. By invitation only. Publicity: Harriet Miller, WI. 7-9600.	FRANKLIN SIMON	3RD FLOOR TUREEN TERRACE
Tuesday June 5 10:00 A.M.	BACK-TO-SCHOOL FASHION CLINIC "New Horizons in Subteen Fashions and Merchandising", outlining fabric and color trends. Followed by 12:15 P.M. luncheon. Admission by ticket only, for trade press and merchandisers. Publicity: Pat diSernia, MU. 2-2505.	THE AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER BALLROOM
Tuesday June 5 10:00 A.M.	OPENING OF FALL JUNIOR DRESS COLLECTION Continuous daily showings. Publicity: Ken R. Williams, JU. 6-8217.	SUE BRETT	1400 BROADWAY SHOWROOM - 8TH FLOOR
Tuesday June 5 10:30 A.M.	OPENING: FALL JUNIOR DRESS COLLECTION Junior dresses at 10:30, designed by Violet Feigin. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday June 5 10:30 A.M.	OPENING: FALL JUNIOR DRESS COLLECTION Pat Hartly's Fall junior dresses will be shown at 10:30 and 2:30 daily. Contact: Sylvia Steinberg, BR. 9-3783.	PAT HARTLY, INC.	1400 BROADWAY SHOWROOM - 12TH FLOOR
Tuesday June 5 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION Revillon Wholesale's new fur collection will be presented to buyers and press. By invitation. Contact: Mr. W.C. Paige, PL. 9-5504. Trade showings thereafter, by appointment, at 352 7th Ave. Contact: LO. 5-5832.	REVILLON WHOLESALE	11 WEST 57TH STREET SALON
Beginning Tuesday June 5 11:00 A.M.	OPENING OF FALL COLLECTIONS Will Saunders of Arkay at 11:00; Rappi of Junior Formals at 2:00; Anne Fogarty of Margot at 3:00 P.M. daily. Contact: Margot--Nancy English; Arkay & Jr. Formals--Ellen Eskin, LO. 5-2626.	ARKAY; JUNIOR FORMALS; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 5 11:00 A.M.	DISCUSSION & FILMS ON SOUTHEAST ASIA Russell Wright will discuss furniture and textiles and show films on Hong Kong and Cambodia to the home furnishings press. <u>Tues., June 12 at 11:00, for fashion press</u> , with discussion on fabrics and jewelry, and film on Vietnam. By invitation only. Publicity: Richard Dillon, CH. 3-6112.	RUSSELL WRIGHT	CARNEGIE ENDOWMENT 46TH ST. & U.N. PLAZA
Tuesday June 5 11:30 A.M.	AFTERNOON, COCKTAIL, EVENING FASHIONS Fall showings at 11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday June 5 12:00 Noon Box Lunch	OPENING OF FALL JUNIOR COLLECTION Fall junior dresses and separates on June 5 through 7; and 11 through 14. <u>Showing at 12:30 P.M.</u> Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 5 12:00 Noon Luncheon	OPENING OF FALL DRESS COLLECTION Daily showings at 12:00 Noon (luncheon) of Seymour Jacobson's Fall dress collection. Publicity: Peggy Cantor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday June 5 12:30 P.M. Luncheon	TWENTIETH ANNUAL COLLEGE CLINIC Back-to-school fashions from August college issue. By invitation, for official tie-in stores. Contact: Ninki Hart, Promotion Dir., FL. 9-2080.	MADMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Tuesday June 5 12:30 P.M. Luncheon	PREVIEW OF FALL AND WINTER FUR COLLECTION Ritter Brothers will preview their Fall and Winter furs. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA BALLROOM
Tuesday June 5 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON Presentation of awards to outstanding alumnae. By invitation only. Contact: Florence Grossman, TR. 9-4644. Publ: Elizabeth Ferrick, EL. 5-5800.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA EMPIRE ROOM
Tuesday June 5 1:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Mr. Mort's Fall dress collection, designed by Lee Evans, will be presented June 5, 6, 7, at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday June 5 2:00 P.M.	OPENING OF FALL COAT & SUIT COLLECTION Showing daily at 2:00 P.M. Contact: PE. 6-8129.	HANDELSMAN & RAIFFE	205 WEST 39TH STREET SHOWROOM - 10TH FLOOR
Tuesday June 5 2:30 P.M.	PREVIEW OF FALL MILLINERY COLLECTION John Frederics will preview his Fall millinery. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS	6 WEST 57TH STREET SALON - 7TH FLOOR
Tuesday June 5 3:00 P.M.	PREVIEW OF FALL COLLECTION Fall collection designed by Shannon Rogers. By invitation. Trade daily thereafter at 10:30 A.M. Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 5 3:00 P.M.- 7:00 P.M.	PRESS PREVIEW: NEW FURNITURE & SHOWROOM Preview of Cassard Romano's French provincial furniture: Arch Gordon con- temporary furniture; designed by Milo Baughman. New showroom designed by John B. Wisner, A.I.D. By invitation. Contact: Elliott Ogden, MU. 9-6597.	CASSARD & WALKER, INC.	305 EAST 63RD STREET SHOWROOM - 2ND FLOOR
Tuesday June 5 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Thereafter at 12:00 Noon daily. (Resident buyers' preview, Monday, June 4, at 12:00 Noon. Contact: Jane Leigh, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday June 5 4:00 P.M. Cocktails	PRESS PREVIEW: FURS BY RALPH MARANO Russeks will preview their Fall 1956 wholesale fur fashions by Ralph Marano. By invitation only. Publicity: Pat Keller, WI. 7-1900.	RUSSEKS FIFTH AVENUE	390 FIFTH AVENUE WHOLESALE - 9TH FLOOR
Tuesday June 5-6 4:00 P.M.	PREVIEWS OF FALL DRESS COLLECTION Miss Cane will preview their Fall daytime and cocktail dresses. By invita- tion. Continuous trade showings thereafter. Contact: CH. 4-8532.	MISS CANE, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Tuesday June 5 5:00 P.M.- 7:00 P.M.	PREVIEW OF MEN'S AND BOYS' FABRICS DuPont will preview men's and boy's fabrics for Spring, 1957. By invita- tion only. Contact: Wright Johnson, LO. 3-6400, Ext. 259.	DUPONT	350 FIFTH AVENUE CONFERENCE RM.-4TH FL.
Tuesday June 5 7:00 P.M. Dinner	SHOWING OF SILK FASHIONS FOR FALL "Silk--Fountainhead of Fashion" presentation of silk fashions to buyers and magazine editors. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N., U.S.A.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Tuesday June 5	FORMAL FASHIONS BY TED SHORE Continuous showings of Fall formal and cocktail dresses. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday June 5	OPENING OF FALL DRESS COLLECTION Continuous daily showings of daytime and cocktail fashions, designed by Frances Frisco. Contact: FE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Wednesday June 6 9:00 A.M. Breakfast	"SHOWTIME FOR ELOISE AT THE PLAZA" Eloise Curtis will present her first collection of Fall junior fashions. Showing at 9:30 A.M. By invitation only. Contact: Mary Fannon, FE. 6-4626.	ELOISE CURTIS, INC. (498 SEVENTH AVE.)	HOTEL PLAZA BAROQUE ROOM
Wednesday June 6 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL BRA COLLECTION "Pretty Shape, Fashionable Figure"--informal show of new collection of Lovable bras. By invitation only. Publ.: Gloria Crimmins, MU. 6-7788.	THE LOVABLE BRASSIERE CO.	180 MADISON AVENUE SHOWROOM - MEZZANINE
Wednesday June 6 11:00 A.M.	FALL AND WINTER FUR COLLECTION Opening of first American fur collection, designed by Elsa Schiaparelli. By reservation only. Publicity: Alfred Davidson Associates, PL. 5-0868.	SCHIAPARELLI FURS	345 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 6 11:45 A.M. Luncheon	PREVIEW OF FALL DRESS COLLECTION Showing of Fall dress collection; and buyers' \$1,000 BOPEEP Award on June 6, 7, 8. By reservation. Contact: FE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday June 6 12:00 Noon Luncheon	ANNUAL INFANTS' WEAR SHOW Kleinert's will have their annual luncheon show for infant's wear buyers and merchandise managers. By invitation only. Contact: Virginia MacAuley, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Wednesday June 6 12:30 P.M. Luncheon	PREVIEW: MAN-MADE FUR FASHIONS FOR FALL "Mutation" (man-made mink) and "O'Illegro" Fall fashions by Claire McCardell, Bonnie Cashin, Greta Plattrry, and others. Press by invitation. Princeton contact: Lee Ballard, OX. 5-0730. Publicity: Donald E. Degnan Assoc., CO. 5-7734.	PRINCETON KNITTING MILLS	HOTEL PIERRE ROOF GARDEN
Wednesday June 6 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Mam'selle will preview their Fall collection, designed by Betty Carol. By invitation. Continuous thereafter. Contact: CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 6 3:30 P.M. Cocktails	PREVIEW OF NEW THERMOMETERS Preview of new cooking and weather thermometers. By invitation only. Publicity: Jack Bernstein at Harshe-Rotman, CI. 5-8687.	TAYLOR INSTRUMENTS CO.	TOOTS SHOR RESTAURANT 51 WEST 51ST STREET
Wednesday June 6 4:00 P.M.- 5:00 P.M.	PREVIEW: FALL COCKTAIL DRESSES "Fashion Surprise Party"--Robert Martin's Fall cocktail and evening fashions, designed by Mr. Paul. Publ.: Ken R. Williams, JU. 6-8217.	ROBERT GOLDBERG & SON	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday June 6 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Zoltan Rosenberg's Fall collection of daytime, cocktail and evening fashions, designed by Vera Stewart. (<u>Note Change Of Date</u>). By invitation. Publicity: Alfred Davidson Assoc., PL. 5-0868.	ZOLTAN ROSENBERG	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday June 6 4:00 P.M. Cocktails	PRESS PREVIEW OF BABIES' FASHIONS Playtex will preview high fashions for the "diaper set". By invitation for magazine press and buyers. Staged by George Christy. Publicity: Helen Golby, LO. 3-5000.	PLAYTEX (INTERNATIONAL LATEX)	PARK LANE HOTEL CRYSTAL BALLROOM
Wednesday June 6 4:00 P.M. Cocktails	PREVIEW OF FALL LINGERIE COLLECTION Gracette will preview their Fall collection of lingerie, designed by Eve Stillman, to press and buyers. Py invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, PL. 5-7630.	GRACETTE LINGERIE CORP.	102 MADISON AVENUE SHOWROOM - 2ND FLOOR
Cancelled June 6	COME MILLS BUYERS' PREVIEW OF FALL CORDUROY FASHIONS, ORIGINALLY SCHEDULED FOR WEDNESDAY, JUNE 6, AT 4:30 P.M., HAS BEEN CANCELLED.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 6 5:30 P.M. Cocktails	ANNUAL WOOLKNIT FASHION SHOW "Woolknits For The Life You Lead"--presentation of knitted wool and wool jersey fashions for Fall. <u>Show at 6:30 P.M. followed by dinner.</u> Tickets: \$20.00. Publicity: Eleanor Kairalla, MU. 8-1172.	WOOLKNIT ASSOCIATES	ST. REGIS HOTEL ROOF GARDEN
Thursday June 7 8:45 A.M.- 2:00 P.M.	FALL FASHION CLINIC & EXHIBIT For retail executives, resident buyers, textile firms, advertising agencies. By reservation only. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL STATLER GRAND BALLROOM
Thursday June 7 9:00 A.M.- 11:30 A.M.	PREVIEW OF FALL DECORATIVE FABRICS "Tomorrow's News in Today's Prints"--preview of Fall decorative fabrics in room settings. By invitation. Contact: Trudi Ross, LO. 5-7464.	WAVERLY FABRICS-DIV. OF F. SCHUMACHER & CO.	60 WEST 40TH STREET SHOWROOM - 10TH FLOOR
Thursday June 7 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL BRIDAL GOWNS Preview of Fall bridal collection designed by George Maurer. By invitation only. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS	MAURER ORIGINALS 491 7TH AVE.-2ND FL.
Thursday June 7 11:30 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS Designed by Sophie, in collaboration with Stephen Erklin. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Thursday June 7 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	BEN KAHN	150 WEST 30TH STREET SHOWROOM
Thursday June 7 3:30 P.M.	PRESENTATION OF AUGUST FASHIONS Fashion show of August promotion for "Seventeen's" tie-in stores and their buying offices. For tickets (\$2.50), contact: Lorraine Tejirian, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Thursday June 7 4:00 P.M.- 7:00 P.M. Cocktails	OPENING OF NEW SHOWROOM Reception at new International Headquarters of Coro, Inc. and tour of new showroom. By invitation only. <u>Trade opening</u> beginning Mon., June 11, by appointment. Publicity: Ann R. Silver Assoc., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Thursday June 7 4:30 P.M.	"AROUND-THE-WORLD VERMOUTH HOUR" "The Vermouth Hour - At Home"--in Paris, Rome, Madrid and Mexico City, featuring Martini & Rossi vermouth, with new ideas in drinks, food, table settings, home decor and fashions for home entertaining. For magazine press: food, home decorating and entertainment editors. On <u>Wed., June 13, 4:30 P.M.</u> --"The Vermouth Hour in Smart Cafes Abroad", preview for fashion and merchandising editors. By invitation. Publ: Ellen Lind, PL. 3-4786.	RENFIELD IMPORTERS, LTD. (445 PARK AVENUE)	SAVOY PLAZA HOTEL GOLD ROOM
Thursday June 7 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR CLAUDE BLIN OF PARIS Woolens from France, Inc., distributors of Blin & Blin, and Pierre Godart, President, will invite the press and trade to meet Monsieur Claude Zimmern Blin of Paris. By invitation only. Contact: Mary Alice Rice, CI. 6-1790.	WOOLENS FROM FRANCE, INC.	SHERRY NETHERLAND CRYSTAL ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday June 8 9:30 A.M. Breakfast	PRESS PREVIEW OF SEWING FESTIVAL Preview for press of first annual Sewing Fashion Festival. By invitation. Features of the Festival will be fashion shows; daily home decoration demonstrations; a competitive Sew-Off; sewing clinics; daily showings of educational films; exhibits of newest fabrics, notions, sewing equipment and accessories; and a twice-daily musical stage show with a sewing theme. Open to public June 11-17, 10:00 A.M.-10:00 P.M., admission: \$1.00. Contact: Jamesboldt Exhibit Corp., DI. 9-1211. Publicity: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SEWING FASHION FESTIVAL	NEW YORK COLISEUM COLUMBUS CIRCLE
Friday June 8 9:30 A.M.; 11:30 A.M.	FALL FASHIONS FROM SEPTEMBER ISSUE "Fall Fashion Showcase"--preview of Glamour's September issue, for stores only. By invitation. Contact: Helen Van Slyke, LE. 2-7500.	GLAMOUR MAGAZINE	BARBIZON PLAZA LITTLE THEATRE
Friday June 8- June 15	DISPLAY OF FALL FASHIONS Display of September promotion for tie-in stores and their buying offices. Also, display of August fashions. Contact: Lorraine Tejirian, PL. 9-8100.	SEVENTEEN MAGAZINE	VANDERBILT HOTEL BERMUDA SUITE
Monday June 11 2:30 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "La Donna Elegante Collection"---Fredrica Furs (Arthur Schwartz, designer), Fall and Winter custom collection. By invitation. <u>Trade showings from June 12 at 10:00 A.M.</u> , by appointment. Publ.: Gertrude Rossiter, CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 11 4:30 P.M.- 6:30 P.M.	PREVIEW OF FALL BRA COLLECTION Maiden Form presents "Dream"--annual fashion show for press and buyers. Admission by ticket only. Contact: Inez Foster, OR. 9-0111.	MAIDEN FORM BRASSIERE CO. (200 MADISON AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday June 11	SHOWING OF FALL AND WINTER JEWELRY Showing of the Fall and Winter collections of jewels by Trifari. By appointment. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday June 11	OPENING OF FALL HANDBAG COLLECTIONS Contact: Nat'l Authority, 347 Fifth Avenue, MU. 3-6969.	NAT'L AUTHORITY FOR LADIES HANDBAG IND.	MEMBERS' SHOWROOMS
Monday June 11- June 15	CORSET & BRASSIERE FALL MARKET WEEK Contact: Mary Osborne, Corset and Brassiere Council, 200 Madison, LE. 2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Monday June 11- June 21	"MAKE-IT-YOURSELF" FALL FASHIONS Fall and Holiday fashions, accessories and gift items. For appointments, contact: Ruth Mitchell at Mary Marsh Assoc., PL. 5-7809.	CHENEY FABRICS	2 WEST 46TH STREET ROOM 1606
Tuesday June 12 8:30 A.M. & 12:15 P.M.	PREVIEW OF FALL FOUNDATION COLLECTION Warner Brothers presents "Facts and Fantasy"--annual foundation fashion show at 8:30 (breakfast); and 12:15 (luncheon), with showing at 1:00 P.M. Admission by ticket only. Contact: Marian Sherwood, MU. 3-1194.	THE WARNER BROTHERS CO. (BRIDGEPORT, CONN.)	HOTEL SHERATON-ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 12 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL BRIDAL FASHIONS Gimbels will preview their Fall bridal fashions to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Tuesday June 12 12:00 Noon Luncheon	OPENING OF FALL COLLECTION Showing daily at 12:00 Noon (luncheon) of I. C. Isaacs Fall slacks and "slim-jims". Contact: WI. 7-1322.	I. C. ISAACS	1410 BROADWAY SHOWROOM - 25TH FLOOR
Tuesday June 12 2:30 P.M.	PRESS PREVIEW: FALL FUR COLLECTION The press will be invited to preview furs by Christian Dior. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Tuesday June 12	MISS MAY'S FALL MILLINERY PRESS PREVIEW, ORIGINALLY SCHEDULED FOR 4:00 P.M., HAS BEEN POSTPONED TO MONDAY, JULY 9 AT 11:00 A.M. (See Page 11)		
Tuesday June 12 4:30 P.M. Cocktails	PREVIEW OF FALL FASHIONS Cocktail party and showing of Fall fashions in "Fabulous Bart's Fiocco", made in Italy. By invitation only. Publ: Peggy Cantor, WI. 7-1228.	BART SCHWARTZ INT'L TEXTILES LTD.	HOTEL AMBASSADOR DIPLOMAT-BALLROOM
Beginning Tuesday June 12	FALL COAT AND SUIT COLLECTION Continuous daily showings of "International Fashions" featuring the "four-in-one-look" in camel hair and fur. Contact: Seymour Peltzman, LO. 4-1166.	MORRIS PELTZMAN & SON	214 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Wednesday June 13 9:30 A.M. Breakfast	PRESS PREVIEW OF BEAVER FASHIONS "A Rainbow Range of Colors in Beaver--The Long and The Short of It." By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	FANTASIA FURS, INC. (STESSEL & WARE, INC.)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 13 11:00 A.M.	PREVIEW OF FALL AND WINTER FURS Capsule collection of Fall and Winter fur fashions. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	ALIXANDRE FURS (SAMUEL SCHULMAN)	150 WEST 30TH STREET SHOWROOM - 18TH FLOOR
Wednesday June 13 11:45 A.M.- 2:30 P.M. Luncheon	SECOND ANNUAL FRENCH LEATHER GLOVE FORUM The Leather Glove Producers' Ass'n of France, in conjunction with the Commercial Counselor to the French Embassy, will present "The Glove in Your Life", a showing of French leather gloves, with promotional colors and forum discussion. Speaker: Mr. A.D.K. Mason, of Marshall Field & Co., Chicago. Forum director: Bettina Ballard. Publ: Edward Gottlieb Assoc., MU. 7-3050.	LEATHER GLOVE PRODUCERS OF FRANCE	HOTEL ROOSEVELT GRAND BALLROOM
Wednesday June 13 6:00 P.M. Dinner	ANNUAL RAINWEAR FASHION SHOW "A Spectrum of Color"--Fall and Winter rainwear fashions. Tickets: \$20.00. Contact: LO. 5-4195. Publicity: Jack Berman, OX. 5-3180.	N.Y. RAINCOAT MFRS. ASS'N (225 W. 34 ST.)	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 14 11:00 A.M.	PRESS PREVIEW: FALL READY-TO-WEAR Elizabeth Arden will invite the press to preview Fall and Winter ready-to-wear. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 14 4:30 P.M. Cocktails	PREVIEW OF FALL FUR FASHIONS Preview for press and buyers of Fall fashions in chinchilla furs and debut of new film on chinchilla breeding. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	EMPRESS CHINCHILLA	OPERA LUNCHEON CLUB 1417 BROADWAY
Monday June 18 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY The Millinery Institute of America, in cooperation with Millinery Stabilization Commission, will present a preview of Fall hats. <u>Showing at 5:00 P.M.</u> Contact: Ruby Graham, MU. 7-8686.	MILLINERY INSTITUTE OF AMERICA	HOTEL SHERATON-ASTOR CORAL ROOM
Tuesday June 19 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Beatrice-Martin will preview her Fall millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE-MARTIN (16 WEST 57TH ST.)	SHERRY-NETHERLAND CARNAVAL ROOM
Tuesday June 19 9:30 A.M. Coffee	PRESS PREVIEW OF FALL BRIDAL FASHIONS Bloomingdale's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Margaret deMille, EL. 5-6400.	BLOOMINGDALE'S	3RD FLOOR BRIDAL SALON
Tuesday June 19 7:00 P.M. Dinner	BUYERS' SHOWING: FALL MILLINERY FASHIONS Showing for buyers of Fall and Winter millinery. By invitation only. Contact: LO. 4-7800.	MILLINERY STAB. COMMISSION	HOTEL SHERATON-ASTOR GRAND BALLROOM
Wednesday June 20 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Preview of the Irene of New York and Rivera Fall millinery collections to press and buyers. By invitation. Contact: Ethel Greene, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday June 20 11:00 A.M.	PRESS PREVIEW: FALL BRIDAL FASHIONS Russeks will preview their Fall bridal fashions. By invitation. <u>Public showing</u> , Thurs., June 21 at 6:00 P.M., 3rd floor, Bridal Salon. Publicity: Pat Keller, WI. 7-1900.	RUSSEKS FIFTH AVENUE	8TH FLOOR
Thursday June 21 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Emme will preview her Fall millinery to press and buyers. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.	EMME (19 WEST 57TH ST.)	HOTEL AMBASSADOR DIPLOMAT ROOM
Thursday June 21 11:00 A.M.	PRESS PREVIEW: FALL CUSTOM COLLECTION Martier-Raymond "Cosmic Trends"--a preview of designs from their Fall custom collection. By invitation. Contact: Lillian Libman, TE. 8-7275.	MARTIER-RAYMOND	36 CENTRAL PARK SOUTH
Friday June 22 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Press and buyers will be invited to preview the Gardner and the Balenciaga-Gardner Fall millinery collections. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	GARDNER & BALENCIAGA- GARDNER (1 W. 39TH ST.)	1407 CLUB 1407 BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 22 12:00 Noon Luncheon	FALL READY-TO-WEAR LUNCHEON SHOW Commentator: Vee Rafdal, A.M.C. Fashion Director. Co-Chairmen: Bettina Ballard and Margaret deMille. Prices: \$7.00, for members; \$8.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publ: Ruth Hammer, EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday June 26 11:00 A.M.; 4:00 P.M.	PREVIEWS OF FALL MILLINERY Joe Cohn Fall millinery will be previewed by the press at 11:00 A.M.; and buyers at 4:00 P.M. By invitation only. Publ: Maud G. Moody, LE. 2-5562.	JOE COHN HATS	1 WEST 39TH STREET SHOWROOM - 11TH FLOOR
Thursday June 28 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY The press will be invited to preview Sally Victor's Fall millinery. By invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
Monday July 9 11:00 A.M.	PREVIEW OF FALL MILLINERY Showing of Fall hats, followed by buffet luncheon. (<u>Note Change of Date and Time</u>). By invitation. Publicity: Maud G. Moody, LE. 2-5562.	MISS MAY, INC. (30 WEST 57TH ST.)	LONGCHAMPS RESTAURANT 19 WEST 57TH STREET

OPENING OF FALL COLLECTIONS IN DUBLIN, ROME, FLORENCE, LONDON, PARIS

Friday July 13 8:00 P.M.	FALL AND WINTER PREVIEW IN IRELAND By invitation only. Publ: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	SYBIL CONNOLLY OF DUBLIN	58 GRAFTON STREET DUBLIN, IRELAND
Beginning Thursday July 19- July 22	OPENING OF ROMAN COUTURE COLLECTIONS Individual dates later. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of Sindicato, 121 Piazza Montecitorio.	SINDICATO ITALIANO ALTA MODA	ROME, ITALY
Beginning Friday July 20- July 24	OPENING OF FLORENCE COUTURE COLLECTIONS <u>July 20:</u> Millinery and "Young Designers" show. <u>July 21:</u> Boutique and sportswear displays. <u>July 22 & 23:</u> Couture houses. <u>July 24:</u> Designers will meet buyers. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence.	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
Beginning Monday July 23- July 25	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 23:</u> Worth, Norman Hartnell, Michael Sherard, Digby Morton. <u>July 24:</u> Michael, Lachasse, Ronald Paterson, Victor Stiebel. <u>July 25:</u> Hardy Amies, Charles Creed, Mattli, John Cavanagh. Contact: Rosemary Borland, 233 High Holborn, London, W.C.1.	INCORPORATED SOCIETY OF LONDON, LONDON FASHION DESIGNERS ENGLAND	
Beginning Thursday July 26	OPENING DATES OF PARIS COLLECTIONS <u>July 26:</u> Christian Dior (for retailers). <u>July 27:</u> Christian Dior (for manufacturers), Jacques Fath, Maggy Rouff, Jacques Heim, Manguin. <u>July 28:</u> Patou, Lanvin-Castillo, Gres. <u>July 30:</u> Pierre Balmain, Jean Desses. <u>July 31:</u> Jacques Griffe, Mad Carpentier. <u>August 2:</u> Chanel. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE